

Message Text

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ACTION OES-06

INFO OCT-01 NEA-10 ISO-00 FEA-01 ERDA-07 AID-05 CEA-01

CIAE-00 CIEP-02 COME-00 DODE-00 EB-08 FPC-01 H-02

INR-07 INT-05 L-03 NSAE-00 NSC-05 OMB-01 PM-04

USIA-15 SP-02 SS-15 STR-04 TRSE-00 ACDA-10 PA-02

PRS-01 /118 W

-----250018Z 029103 /66

R 241827Z JAN 77

FM AMEMBASSY MANAMA BAHRAIN

TO SECSTATE WASHINGTON DC 4133

INFO USDOC WASHINGTON DC

AMEMBASSY ABU DHABI UAE

AMCONGEN DHAHRAN SAUDI ARABIA

AMEMBASSY DOHA QATAR

AMEMBASSY JIDDA SAUDI ARABIA

AMEMBASSY KUWAIT KUWAIT

AMEMBASSY MUSCAT OMAN

AMEMBASSY TEHRAN IRAN

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DEPT. PASS FEDERAL ENERGY ADMINISTRATION

E.O. 11652: N/A

TAGS : ENRG, OCON, BEXP, XF

SUBJECT : SOLAR TECHNOLOGY EXHIBITION AND CONFERENCE: APRIL 1978

1. ARABCONSULT, A NEWLY ESTABLISHED ADVERTISING AND PUBLIC RELATIONS FIRM WITH HIGH-LEVEL BACKING, HAS ANNOUNCED PLANS TO ORGANIZE A SOLAR TECHNOLOGY EXHIBITION AND CONFERENCE IN BAHRAIN IN APRIL 1978. THE GOB MINISTER OF DEVELOPMENT AND INDUSTRY HAS CONFIRMED THAT HIS MINISTRY WILL "SPONSOR" THE EFFORT AND HAS PLEDGED HIMSELF IN WRITING TO ATTEMPT TO "OBTAIN SUPPORT FROM MY FELLOW MINISTERS IN SAUDI ARABIA AND KUWAIT". THE INTERNATIONAL SOLAR ENERGY SOCIETY, "THE WORLD LIAISON BODY IN THIS FIELD" WILL ALSO CO-SPONSOR.

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2. THE ORGANIZERS ARE VERY INTERESTED IN AMERICAN PARTICIPATION AND HAVE ALREADY BEEN IN CONTACT WITH EXXON AND LOCKHEED AMONG OTHERS. THEY ARE ALSO HOPEFUL OF USG AND AMERICAN PROFESSIONAL SOCIETY'S PARTICIPATION IN THE CONFERENCE.

3. BASED ON PAST EXPERIENCE, THE EMBASSY TAKES SERIOUSLY THE

PLANS OF THE GROUP AND WOULD ANTICIPATE SIGNIFICANT SUPPORT FROM OTHER GULF STATES, PARTICULARLY KUWAIT AND SAUDI ARABIA. WE WOULD HOPE THAT USDOC AND THE DEPARTMENT WILL COORDINATE ACTIONS TO ALERT MAJOR AMERICAN FIRMS INVOLVED IN SOLAR ENERGY TECHNOLOGY AND ALSO THE APPROPRIATE PROFESSIONAL SOCIETIES. EMBASSY WILL BE HAPPY TO PASS ON QUESTIONS AND QUERIES TO THE ORGANIZERS -- OR THEY CAN BE APPROACHED DIRECTLY AS NOTED BELOW.

4. FOLLOWING IS "PRELIMINARY FACT SHEET" REGARDING THE EXHIBITION:
QUOTE: SOLAR TECHNOLOGY EXHIBITION AND CONFERENCE, BAHRAIN, APRIL 1978: INTRODUCTION: ARABCONSULT, IN CO-OPERATION WITH THE WELL KNOWN BRITISH FIRM OVERSEAS EXHIBITION SERVICES, WILL PUT ON A SOLAR TECHNOLOGY EXHIBITION AND CONFERENCE IN BAHRAIN IN APRIL 1978. IT WILL BE ONLY THE THIRD SUCH EXHIBITION EVER HELD, AND THE FIRST IN THE MIDDLE EAST.

APRIL 1978 IS THE FIRST FEASIBLE DATE, GIVEN THE NEED FOR GOOD CONDITIONS AND THE "LEAD TIME" NECESSARY FOR ALL ARRANGEMENTS TO BE MADE TO INTERNATIONAL PROFESSIONAL STANDARDS.

THE SHOW WILL BE HELD UNDER THE SPONSORSHIP OF THE BAHRAIN MINISTRY OF DEVELOPMENT, IN CO-OPERATION WITH THE SAUDI ARABIAN GOVERNMENT AND THE INTERNATIONAL SOLAR ENERGY SOCIETY, THE WORLD LIAISON BODY IN THE FIELD.

THE INDICATIONS SO FAR OBTAINED IN OUR RESEARCHES LEAD US TO BELIEVE THAT IT WILL ATTRACT ALL MAJOR INTERNATIONAL COMPANIES DEALING IN THE FIELD, (SUCH AS EXXON, LOCKHEED, FERRANTI, BP., AND DORNIER) AND THAT IT WILL ACT AS A CATALYST FOR FUTURE SOLAR
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ENERGY DEVELOPMENT IN THE AREA.

VENUE: THE SHOW WILL NOT BE VAST: THERE ARE ONLY 25 - 30 MAJOR COMPANIES WORLDWIDE DEVELOPING THIS TECHNOLOGY. PRELIMINARY INVESTIGATIONS AND DISCUSSIONS SHOW THE HILTON HOTEL TO BE AN IDEAL SITE, WITH THE BALLROOM AREA FOR INDOOR STANDS AND THE POOL AREA FOR EXTERNAL AND WORKING DISPLAYS. THE MANAGEMENT HAS GIVEN INITIAL APPROVAL TO THEIR SPACE BEING USED FOR THE SHOW AND CONFERENCE.

EXHIBITION: THE EXHIBITION WILL DEMONSTRATE SOLAR TECHNOLOGY MACHINERY IN THE FIELD OF DESALINATION, SOLAR HEATING, COOLING AND REFRIGERATION, PUMPING, HEAT PIPES, PHOTOVOLTAIC EQUIPMENT AND CONTROL EQUIPMENT. IT WILL LAST FOR FOUR DAYS IN LATE APRIL.

CONFERENCE: THE CONFERENCE WILL LAST FOR TWO DAYS. THERE WILL BE A SEMINAR ON PRACTICAL COMMERCIAL APPLICATIONS OF ALL THE ABOVE ON THE FIRST DAY: ON THE SECOND, THERE WILL BE PAPERS ON: RESEARCH AND DEVELOPMENT; THE SOLAR HYDROGEN ALTERNATIVE; SOLAR SEA POWER

TECHNOLOGY; AND SOLAR ENERGY PROSPECTS FOR THE MIDDLE EAST, AND SIMILAR KEY SUBJECTS. AN ESTIMATED 150 DELEGATES WILL BE PROVIDED FOR (AT A SUITABLE FEE). APPROXIMATELY HALF FROM THE AREA, HALF FROM OUTSIDE.

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THERE WILL BE A FIRST-CLASS AMALGAM OF SCIENTIFIC RESEARCH AND COMMERCIAL DEVELOPMENT PROSPECTS. MR. BILL PHILIPS OF THE GULF TECHNICAL COLLEGE, WHO IS WELL VERSED IN THE SOLAR ENERGY FIELD, WILL BE ADVISING ON THE STRUCTURE AND SPEAKERS FOR THE CONFERENCE.

SUPPORT FACILITIES: AS THIS WILL BE A TRADE AND TECHNICAL EXHIBITION IN THE MOST SPECIALISED SENSE, THE SEVERAL HUNDRED OUTSIDE VISITORS STAYING MORE THAN ONE NIGHT CAN BE ADEQUATELY CATERED FOR BY THE HOTEL INFRASTRUCTURE OPERATING IN EARLY 1978. BETWEEN DECEMBER 1976 AND THAT DATE, OVER 700 NEW HOTEL ROOMS WILL COME INTO SERVICE. OTHER VISITORS FROM THE GULF WILL PROBABLY COME FOR ONE DAY ONLY BY AIR.

FURTHER RESEARCH AND DETAILED ADVANCE BOOKINGS WILL BE MADE DURING THE SPRING OF 1977.

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Message Attributes

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Disposition Approved on Date:
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Disposition Comment:
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